



17859 U.S. PTO

## UTILITY APPLICATION

Attorney Docket No.: SPARC.096A

First Named Inventor: Zachary J. Mason, Ph.D.

Title: **PREDICTIVE ANALYSIS OF BROWSE ACTIVITY  
DATA OF USERS OF A DATABASE ACCESS SYSTEM  
IN WHICH ITEMS ARE ARRANGED IN A  
HIERARCHY**

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Date: October 13, 2003

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### Mail Stop Patent Application

United States Patent and Trademark Office

PO Box 1450

Alexandria, VA 22313-1450

The following enclosures are transmitted herewith to be filed in the patent application of:

Inventor:

1. Zachary J. Mason, Ph.D.



## REQUEST AND CERTIFICATION UNDER 35 U.S.C. § 122(b)(2)(B)(i)

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. § 122(b).

### APPLICATION ELEMENTS:

- (X) Specification in 21 pages;
- (X) Drawings in 4 sheets;

### OTHER APPLICATION PARTS:

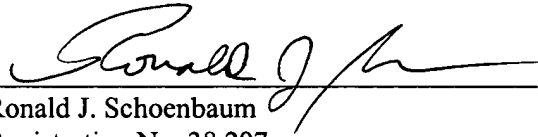
- (X) Declaration and Power of Attorney in 1 page;
  - Originally signed
- (X) A check in the amount of **\$770.00** to cover the filing fee; and
- (X) A return prepaid postcard.

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**FILING FEES:**

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Basic Utility		1001 (\$770)		\$770.00
Excess Claims > 20	16 - 20 = 0	1202 (\$18)	0 x 18 =	\$ 0
Independent > 3	3 - 3 = 0	1201 (\$86)	0 x 86 =	\$ 0
Multiple Claim		1203 (\$290)		\$ 0
			<b>TOTAL FEE DUE</b>	<b>\$770.00</b>

The Commissioner is hereby authorized to charge any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 11-1410.

  
 Ronald J. Schoenbaum  
 Registration No. 38,297  
 Attorney of Record  
 Customer No. 20,995  
 (949) 760-0404

MAIL STOP PATENT APPLICATION  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**CERTIFICATE OF MAILING BY "EXPRESS MAIL"**

Attorney Docket No. : SPARC.096A

Applicant : Zachary J. Mason, Ph.D.

For : PREDICTIVE ANALYSIS OF BROWSE  
ACTIVITY DATA OF USERS OF A  
DATABASE ACCESS SYSTEM IN WHICH  
ITEMS ARE ARRANGED IN A HIERARCHY

Attorney : Ronald J. Schoenbaum

"Express Mail"  
Mailing Label No. : EV 319 023 222

Date of Deposit : October 13, 2003

I hereby certify that the accompanying

Transmittal letter; specification in 21 pages; 4 sheets of drawings; Declaration and Power of Attorney in 1 page; Check for Filing Fee; and a Return Prepaid Postcard are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and are addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
Nelson Merida